

Philip Morris Research Team Discovers 'Enriched Flavor.'

MERIT taste secret found by isolating key flavor ingredients in cigarette smoke, then adding them to tobacco.



Philip Morris has perhaps the finest and most advanced Research Facility of its kind in the world.

Around the company they call it the Tower.

The researchers who work for Philip Morris here are some of the finest technicians and professional scientists in the cigarette industry today.

twelve-year period has just produced a breakthrough in cigarette technology that for the first time makes it possible to pack a cigarette with extra flavor, without the usual corresponding increase in tar.

The discovery is called 'Enriched Flavor.'

The result is MERIT. A cigarette with so much extra flavor, it delivers as much—or more—taste than brands having all the way up to 60% more tar.

Yet MERIT has only 9 mg. of tar. One of the lowest tar levels in smoking today.

If you're looking to become a low tar smoker, or don't particularly enjoy the taste of the low tar brands you smoke now—you'll be interested.

Low Tar Good Taste: Filters Fall Short

Like many others, Philip Morris tried to engineer a special filter that would somehow filter out tar but not taste.

Like many others, we achieved the same general kind of results: the lower the tar, the lower the taste.

So we turned to the business end of smoking. The tobacco end. And began a series of experiments with cigarette smoke and the ingredients in smoke that actually make up taste.

New 'Enriched Flavor' Discovery

By using a very sophisticated piece of equipment called an analytical fractometer, cigarette smoke was "cracked" into its various ingredients.

There are over 2000-plus separate ingredients. Each was isolated and analyzed one by one.

What we found was startling: there are ingredients of tobacco in cigarette smoke that deliver taste way out of proportion to tar.

Certain "key" flavor-rich ingredients that by themselves are very low tar contributors.

This discovery, which we now call

and perfected. And then packed into a special blend of tobacco used to make MERIT.

Finally, we began an extensive series of taste tests to see how MERIT with 'Enriched Flavor' would rate against other cigarettes.

Picks Taste Of Cigarettes Having 60% More Tar

9 mg. tar MERIT was taste-tested against five current leading low tar cigarettes ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, all tested at home!

The results were conclusive: Even if the cigarette tested had 60% more tar than MERIT, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste. In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—or more—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

MERIT. Unprecedented flavor at 9 mg. tar. From Philip Morris.

Unpublished Statistics of Consumer Opinion. Brands tested by test no. 1000000. © 1986 Philip Morris Inc.



9 mg. tar
0.7 mg. nicotine

MERIT and MERIT MENTHOL

9 mg. tar, 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Source: <https://www.industrydocuments.ucsf.edu/docs/jln0003>